

# Fleet Acquisitions in European Road Transport

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## Abstracts

What better source of information on your market, competitors and customers than the actual people who spend their time, day-to-day ensuring the success of the road transport sector? Gain first hand insight from Transport Directors, Transport Planners, Fleet Managers, Transport Managers, Fleet Engineers and Logistics Managers.

Last year was a challenging year for the road transport industry with margins being continually squeezed. Increasing insurance premiums, road congestion, driver shortages, customer price sensitivity and of course, the rocketing fuel price, all taking their toll.

How do fleet dynamics alter by size, age and geography?

What makes Mercedes Benz first choice for its users?

What changes do fleet operators want to see in 2006?

This report, based on primary interviews with senior personnel within the road transport industry provides you an insight into the sector that is unavailable from any other source.

### Vehicle manufacturers:

What are the factors that will persuade customers to acquire your marque as opposed to your competitors?

What share of transport budgets are allocated to vehicle acquisition?

What are your target audience's requirements in terms of benefit versus cost?

Need to benchmark your proposition against your competitors' offering or your customers' requirements?

### **Transport Operators:**

How do you retain your drivers?

Why are your competitors selecting different marques?

How does marque selection vary by fleet size and vehicle age?

Do the strategies of the leading vehicle manufacturers fit with your future requirements?

Whether you are a Vehicle Manufacturer, a Fleet Manager, a Retailer or a Third Party Transport Provider, this report will assist you in making the critical commercial decisions that will ensure your success throughout 2006 and beyond.

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